EXIT SURVEY PROFILES

ADVENTURE TRAVEL SECTOR

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The Yukon Visitor Exit Survey was a joint project of the Yukon Government's Department of Tourism and the Yukon Bureau of Statistics.

This report presents selected figures from the 1999 Yukon Visitor Exit Survey. For further information on the 1999 Yukon Visitor Exit Survey contact the Industry Services Branch of the Department of Tourism at:

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INTRODUCTION

From June to September of 1999 a major survey of visitors was undertaken by the Yukon Bureau of Statistics on behalf of the Yukon Government's Department of Tourism. This survey, referred to as the Visitor Exit Survey (VES), sought answers from visitors on a wide variety of questions relating to their Yukon visit. A comparable survey was run in 1987 and 1994.

The VES was administered to visitors as they left the Yukon for the last time.

A brief report on the preliminary results of the VES was released in the fall of 2000. Preliminary results from the regional visitor exit survey were also released in the fall of 2000.

This report focuses on 1999 Yukon Visitor Exit Survey data for the Adventure Travel sector. It includes data from respondents whose specific trip purpose was for a wilderness/ outdoor trip (2,750 parties), or for respondents who participated in wilderness/ outdoor activities (43,425 parties), and a combination of both groups (46,175). These three groupings are Adventure Travellers (Travellers), Adventure Participants (Participants) and the total of the previous two groups (Overall).

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ADVENTURE TRAVEL SECTOR

VISITOR PROFILE SUMMARY

TRAVELLERS

- There were twice as many male visitors (67%) as female visitors (33%).
- 24% were between 25 and 34 years of age, 28% were between 25 and 44 years of age.
- Males outnumbered females in each age grouping.
- 39% travelled in two person parties.
- 57% travelled in parties from the same household.
- 45% of visitors were from overseas, 37% were from the U.S.A. and 18% were from Canada.
- 58% of overseas visitors came from Germany, 14% were from Switzerland.
- 22% of visitors from the U.S.A. were from Alaska. The next most popular state was Texas (10%).
- 37% of Canadian visitors were from British Columbia, followed by Alberta (32%) and Ontario (26%).

PARTICIPANTS

- Male visitors (55%) outnumbered female visitors (45%).
- 27% were between 55 and 64 years of age, 21% were older than 65 years of age.
- Males outnumbered females in each age grouping.
- 57% travelled in two person parties.
- 74% travelled in parties from the same household.
- 67% of visitors were from the U.S.A, 17% were from Canada and 15% were from overseas.
- 25% of visitors from the U.S.A. were from Alaska. The next most popular state was California (9%).
- 45% of Canadian visitors were from British Columbia, followed by Ontario (26%) and Alberta (14%).
- 40% of overseas visitors came from Germany, 11% were from France.

OVERALL

- Male visitors (55%) outnumbered female visitors (45%).
- 26% were between 55 and 64 years of age, 20% were older than 65 years of age.
- Males outnumbered females in each age grouping.
- 56% travelled in two person parties.
- 73% travelled in parties from the same household.
- 65% of visitors were from the U.S.A, 17% were from Canada and 17% were from overseas.
- 25% of visitors from the U.S.A. were from Alaska. The next most popular state was California (9%).
- 44% of Canadian visitors were from British Columbia, followed by Ontario (26%) and Alberta (15%).
- 43% of overseas visitors came from Germany, 10% were from France.

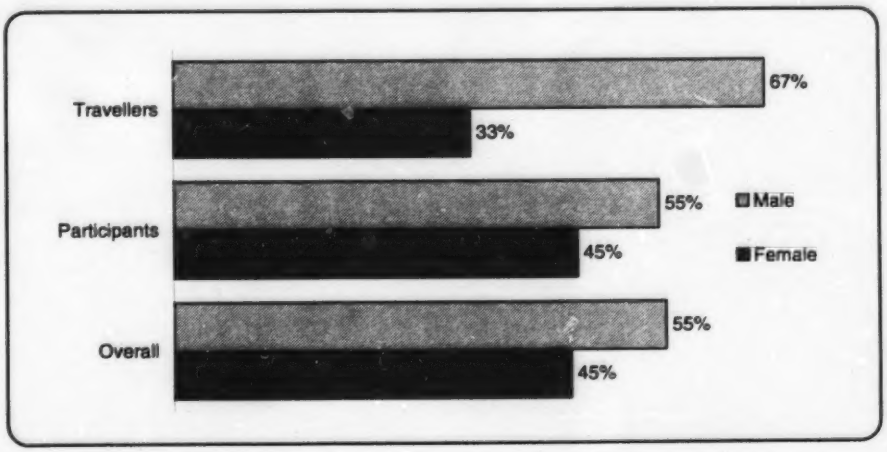
MOST FREQUENT RESPONSES

	Travellers	Participants	Overall
Gender	Male (67%)	Male (55%)	Male (55%)
Age	35 to 44 (28%)	55 to 64 (27%)	55 to 64 (26%)
Number Of People In Travel Party	Two (39%)	Two (57%)	Two (56%)
Number Of Households In Travel Party	One (57%)	One (74%)	One (73%)
Country Of Origin	Overseas (45%)	U.S.A. (67%)	U.S.A. 65%)
Canadian Province	B.C. (37%)	B.C. (45%)	B.C. (44%)
U.S.A. State	Alaska (22%)	Alaska (25%)	Alaska (25%)
Overseas Country	Germany (58%)	Germany (40%)	Germany (43%)

2.1 GENDER

	Travellers	Participants	Overall
Male	4,772	56,884	61,656
Female	2,401	47,352	49,753
Total	**7,173**	**104,236**	**111,409**

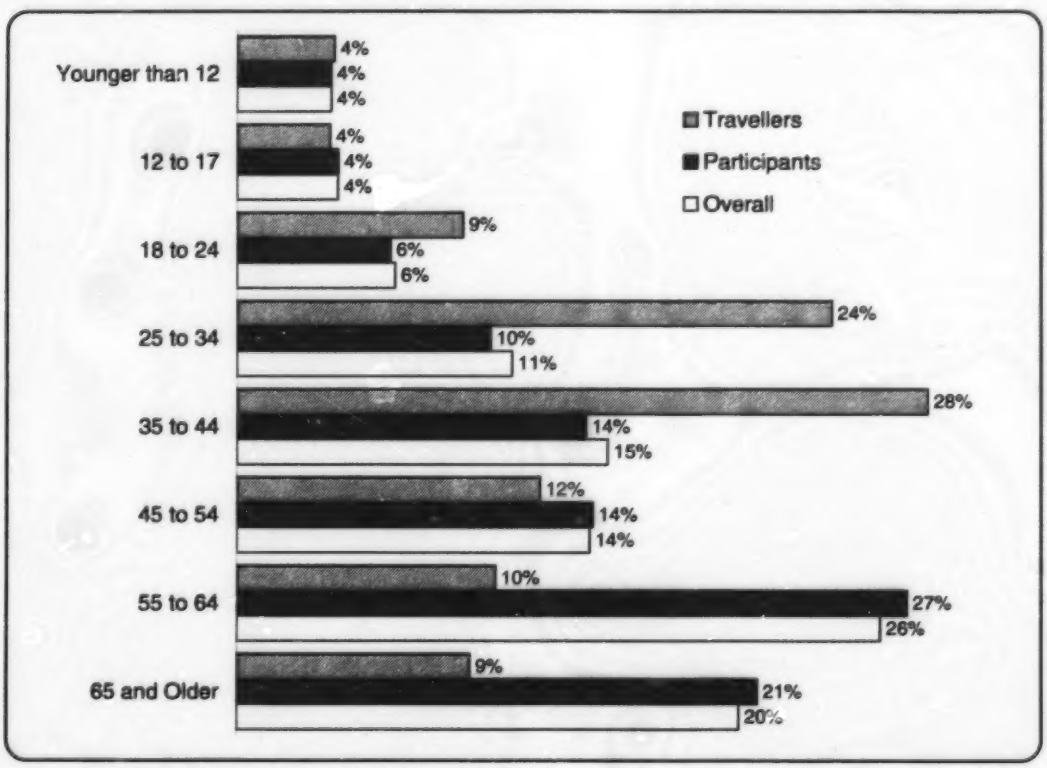
	Travellers	Participants	Overall
Male	67%	55%	55%
Female	33%	45%	45%
Total	**100%**	**100%**	**100%**



2.2 AGE

	Travellers	Participants	Overall
Younger than 12	281	3,941	4,222
12 to 17	269	4,247	4,516
18 to 24	650	6,413	7,063
25 to 34	1,706	10,598	12,304
35 to 44	1,980	14,568	16,548
45 to 54	872	14,863	15,735
55 to 64	744	27,903	28,647
65 and Older	671	21,703	22,374
Total	**7,173**	**104,236**	**111,409**

	Travellers	Participants	Overall
Younger than 12	4%	4%	4%
12 to 17	4%	4%	4%
18 to 24	9%	6%	6%
25 to 34	24%	10%	11%
35 to 44	28%	14%	15%
45 to 54	12%	14%	14%
55 to 64	10%	27%	26%
65 and Older	9%	21%	20%
Total	**100%**	**100%**	**100%**



2.2.1 AGE GROUPS BY GENDER

	Travellers		Participants		Overall	
	Male	**Female**	**Male**	**Female**	**Male**	**Female**
Younger than 17	393	156	4,371	3,818	4,764	3,974
18 to 34	1,454	903	10,589	6,421	12,043	7,324
35 to 54	2,049	803	16,135	13,296	18,184	14,099
55 and Older	876	539	25,789	23,817	26,665	24,356
Total	**4,772**	**2,401**	**56,884**	**47,352**	**61,656**	**49,753**

	Travellers		Participants		Overall	
	Male	**Female**	**Male**	**Female**	**Male**	**Female**
Younger than 17	72%	28%	53%	47%	55%	45%
18 to 34	62%	38%	62%	38%	62%	38%
35 to 54	72%	28%	55%	45%	56%	44%
55 and Older	62%	38%	52%	48%	52%	48%
Total	**67%**	**33%**	**55%**	**45%**	**55%**	**45%**

	Travellers		Participants		Overall	
	Male	**Female**	**Male**	**Female**	**Male**	**Female**
Younger than 17	8%	6%	8%	8%	8%	8%
18 to 34	30%	38%	19%	14%	20%	15%
35 to 54	43%	33%	28%	28%	29%	28%
55 and Older	18%	22%	45%	50%	43%	49%
Total	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

2.3 PARTY SIZE

	Travellers	Participants	Overall
One	849	8,019	8,868
Two	1,069	24,656	25,725
Three	308	2,689	2,997
Four	105	5,656	5,761
Five or More	419	2,405	2,824
Total Parties	**2,750**	**43,425**	**46,175**
Average Size	**2.6**	**2.4**	**2.4**

	Travellers	Participants	Overall
One	31%	18%	19%
Two	39%	57%	56%
Three	11%	6%	6%
Four	4%	13%	12%
Five or More	15%	6%	6%
Total Parties	**100%**	**100%**	**100%**

2.4 NUMBER OF HOUSEHOLDS IN EACH TRAVEL PARTY

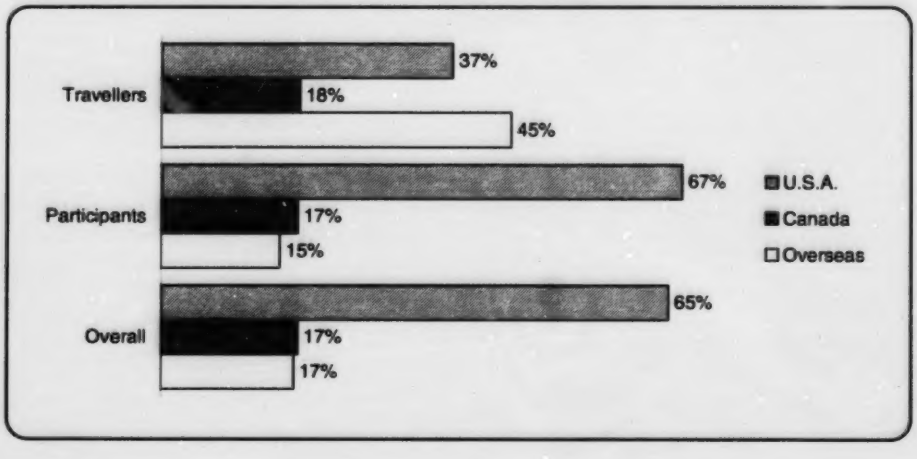
	Travellers	Participants	Overall
None	104	576	680
One	1,560	32,026	33,586
Two	683	7,066	7,749
Three or More	403	3,757	4,160
Total Parties	**2,750**	**43,425**	**46,175**
Average Size	**1.9**	**1.5**	**1.5**

	Travellers	Participants	Overall
None	4%	1%	1%
One	57%	74%	73%
Two	25%	16%	17%
Three or More	15%	9%	9%
Total Parties	**100%**	**100%**	**100%**

2.5 COUNTRY OF ORIGIN

	Travellers	Participants	Overall
U.S.A.	1,028	29,102	30,130
Canada	488	7,587	8,075
Overseas	1,234	6,596	7,830
Not Stated	0	140	140
Total Parties	**2,750**	**43,425**	**46,175**

	Travellers	Participants	Overall
U.S.A.	37%	67%	65%
Canada	18%	17%	17%
Overseas	45%	15%	17%
Not Stated	0%	<1%	<1%
Total Parties	**100%**	**100%**	**100%**



2.6.1 CANADIAN PROVINCE OF ORIGIN

	Travellers	Participants	Overall
British Columbia	180	3,389	3,569
Ontario	126	1,939	2,065
Alberta	156	1,064	1,220
Quebec	26	426	452
Saskatchewan	0	243	243
Nova Scotia	0	227	227
Manitoba	0	183	183
New Brunswick	0	69	69
N.W.T.	0	31	31
P.E.I.	0	16	16
Newfoundland	0	0	0
Total Parties	**488**	**7,587**	**8,075**

	Travellers	Participants	Overall
British Columbia	37%	45%	44%
Ontario	26%	26%	26%
Alberta	32%	14%	15%
Quebec	5%	6%	6%
Saskatchewan	0%	3%	3%
Nova Scotia	0%	3%	3%
Manitoba	0%	2%	2%
New Brunswick	0%	1%	1%
N.W.T.	0%	<1%	<1%
P.E.I.	0%	<1%	<1%
Newfoundland	0%	0%	0%
Total Parties	**100%**	**100%**	**100%**

2.6.2 AMERICAN STATE OF ORIGIN

	Travellers	Participants	Overall
Alaska	231	7,405	7,636
California	63	2,567	2,630
Texas	105	1,683	1,788
Minnesota	0	1,661	1,661
New York	65	1,204	1,269
Washington	43	1,191	1,234
Florida	0	934	934
Ohio	0	916	916
Oregon	14	826	840
Michigan	26	726	752
Pennsylvania	0	736	736
Wisconsin	0	723	723
Other	481	8,530	9,011
Total Parties	**1,028**	**29,102**	**30,130**

	Travellers	Participants	Overall
Alaska	22%	25%	25%
California	6%	9%	9%
Texas	10%	6%	6%
Minnesota	0%	6%	6%
New York	6%	4%	4%
Washington	4%	4%	4%
Florida	0%	3%	3%
Ohio	0%	3%	3%
Oregon	1%	3%	3%
Michigan	3%	2%	2%
Pennsylvania	0%	3%	2%
Wisconsin	0%	2%	2%
Other	47%	29%	30%
Total Parties	**100%**	**100%**	**100%**

2.6.3 OVERSEAS COUNTRY OF ORIGIN

	Travellers	Participants	Overall
Germany	716	2,640	3,356
France	53	758	811
United Kingdom	26	739	765
Australia	26	669	695
Switzerland	173	453	626
Austria	95	427	522
Netherlands	42	241	283
New Zealand	45	171	216
Other	58	498	556
Total Parties	**1,234**	**6,596**	**7,830**

	Travellers	Participants	Overall
Germany	58%	40%	43%
France	4%	11%	10%
United Kingdom	2%	11%	10%
Australia	2%	10%	9%
Switzerland	14%	7%	8%
Austria	8%	6%	7%
Netherlands	3%	4%	4%
New Zealand	4%	3%	3%
Other	5%	8%	7%
Total Parties	**100%**	**100%**	**100%**

TRAVEL PATTERN SUMMARY

TRAVELLERS

- All (100%) visitors were travelling for pleasure purposes.
- All (100%) pleasure visitors were travelling for wilderness adventure activities.
- 83% of visitors stated that the Yukon was their main destination, 50% listed Alaska as their main destination.
- 19% of visitors were travelling on a prepaid trip.
- 23% bought their prepaid trip from a Yukon business.
- 88% were travelling independently (not in a group).
- 92% of visitor parties visited natural attractions, 78% reported participating in wildlife watching and 76% reported shopping as one of their activities.

PARTICIPANTS

- 82% of visitors were travelling for pleasure purposes.
- 92% of pleasure visitors were touring, 65% of personal visitors were relocating and 40% of business visitors were on government business.
- 68% of visitors stated that Alaska was their main destination, 37% listed the Yukon as their main destination.
- 25% of visitors were travelling on a prepaid trip.
- Only 2% bought their prepaid trip from a Yukon business.
- 80% were travelling independently (not in a group).
- 86% of visitor parties visited natural attractions, 77% reported participating in wildlife watching and 72% reported shopping as one of their activities.

OVERALL

- 83% of visitors were travelling for pleasure purposes.
- 91% of pleasure visitors were touring, 65% of personal visitors were relocating and 40% of business visitors were on government business.
- 67% of visitors stated that Alaska was their main destination, 40% listed the Yukon as their main destination.
- 25% of visitors were travelling on a prepaid trip.
- Only 3% bought their prepaid trip from a Yukon business.
- 80% were travelling independently (not in a group).
- 86% of visitor parties visited natural attractions, 77% reported participating in wildlife watching and 72% reported shopping as one of their activities.

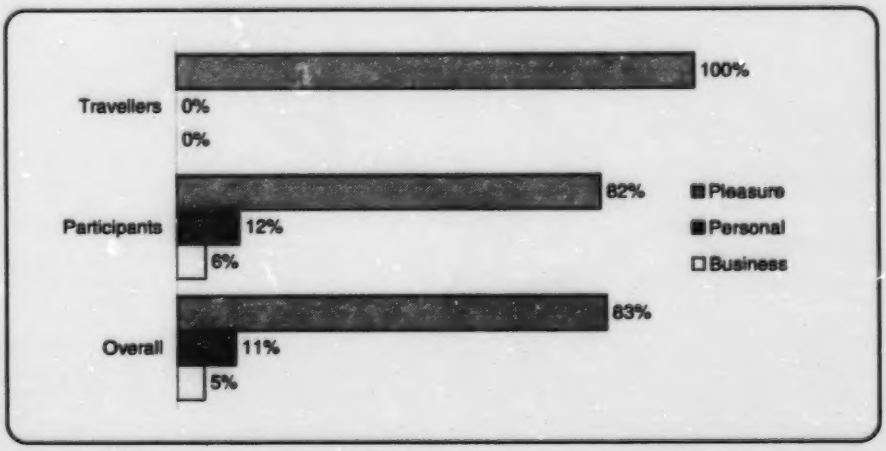
MOST FREQUENT RESPONSES

	Travellers	Participants	Overall
Type Of Trip	Pleasure (100%)	Pleasure (82%)	Pleasure (83%)
Type Of Pleasure Trip	Wilderness (100%)	Touring (92%)	Touring (91%)
Type Of Personal Trip	N/A	Relocation (65%)	Relocation (65%)
Type Of Business Trip	N/A	Government (40%)	Government (40%)
Main Destination	Yukon (83%)	Alaska (68%)	Alaska (67%)
Prepaid Trip	Prepaid (19%)	Prepaid (25%)	Prepaid (25%)
Prepaid Trip From A Yukon Business	Yes (23%)	Yes (2%)	Yes (3%)
Travel In A Group Or Independently	Independent (88%)	Independent (80%)	Independent (80%)

3.1 PRIMARY PURPOSE OF TRIP

	Travellers	Participants	Overall
Pleasure	2,750	35,543	38,293
Personal	0	5,278	5,278
Business	0	2,439	2,439
Not Stated	0	165	165
Total Parties	**2,750**	**43,425**	**46,175**

	Travellers	Participants	Overall
Pleasure	100%	82%	83%
Personal	0%	12%	11%
Business	0%	6%	5%
Not Stated	0%	<1%	<1%
Total Parties	**100%**	**100%**	**100%**



3.1.1 DESCRIPTION OF PLEASURE TRIP

Pleasure Travel	Travellers	Participants	Overall
Touring	1,906	32,760	34,666
Visiting Friends/ Relatives	521	3,206	3,727
Wilderness Adventure	2,750	0	2,750
Experiencing Yukon History	922	1,702	2,624
Attending Arts/ Cultural Events	427	262	689
Sports Events	0	369	369
Other	237	2,432	2,669

Pleasure Travel	Travellers	Participants	Overall
Touring	69%	92%	91%
Visiting Friends/ Relatives	19%	9%	10%
Wilderness Adventure	100%	0%	7%
Experiencing Yukon History	34%	5%	7%
Attending Arts/ Cultural Events	16%	1%	2%
Sports Events	0%	1%	1%
Other	9%	7%	7%

3.1.2 DESCRIPTION OF PERSONAL TRIP

Personal Travel	Travellers	Participants	Overall
Relocation	0	3,422	3,422
Work/ Job	0	495	495
Funeral	0	42	42
Illness	0	0	0
Other	0	1,739	1,739

Personal Travel	Travellers	Participants	Overall
Relocation	0%	65%	65%
Work/ Job	0%	9%	9%
Funeral	0%	1%	1%
Illness	0%	0%	0%
Other	0%	33%	33%

3.1.3 DESCRIPTION OF BUSINESS TRIP

Business Travel	Travellers	Participants	Overall
Government Business	0	980	980
Corporate Business	0	864	864
Conventions/ Conference Travel	0	131	131
Business Incentive Travel	0	26	26
Other	0	692	692

Business Travel	Travellers	Participants	Overall
Government Business	0%	40%	40%
Corporate Business	0%	35%	35%
Conventions/ Conference Travel	0%	5%	5%
Business Incentive Travel	0%	1%	1%
Other	0%	28%	28%

3.4 MAIN DESTINATION ON TRIP

	Travellers	Participants	Overall
Alaska	1,367	29,647	31,014
Yukon	2,281	16,249	18,530
British Columbia	343	3,555	3,898
N.W.T.	156	1,231	1,387
None	37	1,164	1,201
Other	31	1,835	1,866

	Travellers	Participants	Overall
Alaska	50%	68%	67%
Yukon	83%	37%	40%
British Columbia	12%	8%	8%
N.W.T.	6%	3%	3%
None	1%	3%	3%
Other	1%	4%	4%

3.5 PREPAID OR INDEPENDENT TRIP

	Travellers	Participants	Overall
Prepaid Trip	515	10,883	11,398
Independent Trip	2,235	32,542	34,777
Total Parties	**2,750**	**43,425**	**46,175**

	Travellers	Participants	Overall
Prepaid Trip	19%	25%	25%
Independent Trip	81%	75%	75%
Total Parties	**100%**	**100%**	**100%**

3.6 SOURCE OF PREPAID TRIP

	Travellers	Participants	Overall
Yukon Business	121	169	290
Non-Yukon Business	342	10,022	10,364
Not Stated	52	692	744
Total Parties	**515**	**10,883**	**11,398**

	Travellers	Participants	Overall
Yukon Business	23%	2%	3%
Non-Yukon Business	66%	92%	91%
Not Stated	10%	6%	7%
Total Parties	**100%**	**100%**	**100%**

3.7 TRAVEL IN A GROUP OR INDEPENDENTLY

	Travellers	Participants	Overall
Group Trip	326	8,705	9,031
Independent Trip	2,424	34,679	37,103
Not Stated	0	41	41
Total Parties	**2,750**	**43,425**	**46,175**

	Travellers	Participants	Overall
Group Trip	12%	20%	20%
Independent Trip	88%	80%	80%
Not Stated	0%	<1%	<1%
Total Parties	**100%**	**100%**	**100%**

3.8 ACTIVITY PARTICIPATION

	Travellers	Participants	Overall
Visiting Natural Attractions	2,521	37,351	39,872
Wildlife Watching	2,144	33,586	35,730
Shopping	2,082	31,387	33,469
Visiting Historic Sites	1,927	31,067	32,994
Walking/ Backpacking/ Hiking	2,014	24,225	26,239
Gambling	278	7,587	7,865
Taking A Guided Walk	440	6,952	7,392
Gold Panning	216	7,011	7,227
Attending Other Cultural Events	416	6,763	7,179
Fishing	991	5,089	6,080
Visiting Friends And Relatives	347	5,468	5,815
Attending Arts Events (Including Music Festivals)	301	5,143	5,444
Attending Yukon First Nations Activities	441	4,615	5,056
Motor Boating	419	4,042	4,461
Canoeing/ Rafting/ Kayaking	1,260	2,986	4,246
Guided Wildlife Watching	357	3,487	3,844
Biking	142	2,655	2,797
Other Outdoor Activities	78	2,546	2,624
Other Activities	190	2,089	2,279
Guided Motor Boating	110	2,031	2,141
Attending Sporting Events	116	1,227	1,343
Guided Walking/ Backpacking/ Hiking	247	872	1,119
Guided Canoeing/ Rafting/ Kayaking	236	607	843
Horseback Riding	68	768	836
Guided Horseback Riding	42	457	499
Guided Fishing	110	378	488
None Passing Through	92	381	473
Wilderness Adventure Trip	200	197	397
Hunting	79	215	294
Other Guided Outdoor Activities	16	187	203
Guided Hunting	52	131	183
Guided Biking	0	94	94

	Travellers	Participants	Overall
Visiting Natural Attractions	92%	86%	86%
Wildlife Watching	78%	77%	77%
Shopping	76%	72%	72%
Visiting Historic Sites	70%	72%	71%
Walking/ Backpacking/ Hiking	73%	56%	57%
Gambling	10%	17%	17%
Taking A Guided Walk	16%	16%	16%
Gold Panning	8%	16%	16%
Attending Other Cultural Events	15%	16%	16%
Fishing	36%	12%	13%
Visiting Friends And Relatives	13%	13%	13%
Attending Arts Events (Including Music Festivals)	11%	12%	12%
Attending Yukon First Nations Activities	16%	11%	11%
Motor Boating	15%	9%	10%
Canoeing/ Rafting/ Kayaking	46%	7%	9%
Guided Wildlife Watching	13%	8%	8%
Biking	5%	6%	6%
Other Outdoor Activities	3%	6%	6%
Other Activities	7%	5%	5%
Guided Motor Boating	4%	5%	5%
Attending Sporting Events	4%	3%	3%
Guided Walking/ Backpacking/ Hiking	9%	2%	2%
Guided Canoeing/ Rafting/ Kayaking	9%	1%	2%
Horseback Riding	2%	2%	2%
Guided Horseback Riding	2%	1%	1%
Guided Fishing	4%	1%	1%
None Passing Through	3%	1%	1%
Wilderness Adventure Trip	7%	<1%	1%
Hunting	3%	<1%	1%
Other Guided Outdoor Activities	1%	<1%	<1%
Guided Hunting	2%	<1%	<1%
Guided Biking	0%	<1%	<1%

ADVENTURE TRAVEL SECTOR

TRIP LOGISTICS SUMMARY

TRAVELLERS

- Half (50%) of visitors used a hotel/ motel for their accommodation, followed by government campgrounds (41%) and commercial campgrounds (33%).
- Visitors spent an average of 26.7 nights away from home on their trip.
- Visitors spent an average of 11.5 nights in the Yukon, 6.0 nights in Alaska and 14.4 nights in other places.
- Almost half (47%) used a car/ truck/ van as their main mode of transportation while in the Yukon, boat was second at 22%.
- 39% of visitors rented a vehicle while in the Yukon.

PARTICIPANTS

- 46% of visitors used a hotel/ motel for their accommodation, followed by government campgrounds (24%) and commercial campgrounds (24%).
- Visitors spent an average of 19.6 nights away from home on their trip.
- Visitors spent an average of 5.8 nights in the Yukon, 7.5 nights in Alaska and 10.2 nights in other places.
- Almost half (49%) used a car/ truck/ van as their main mode of transportation while in the Yukon, motorhome/ RV/ converted bus was second at 19%.
- 22% of visitors rented a vehicle while in the Yukon.

OVERALL

- 46% of visitors used a hotel/ motel for their accommodation, followed by government campgrounds (25%) and commercial campgrounds (25%).
- Visitors spent an average of 20.0 nights away from home on their trip.
- Visitors spent an average of 6.1 nights in the Yukon, 7.4 nights in Alaska and 10.4 nights in other places.
- Almost half (49%) used a car/ truck/ van as their main mode of transportation while in the Yukon, motorhome/ RV/ converted bus was second at 18%.
- 23% of visitors rented a vehicle while in the Yukon.

MOST FREQUENT RESPONSES

	Travellers	Participants	Overall
Type Of Accommodation Used	Hotel/ Motel (50%)	Hotel/ Motel (46%)	Hotel/ Motel (46%)
Number Of Nights Away From Home	26.7	19.6	20.0
Number Of Nights In The Yukon	11.5	5.8	6.1
Number Of Nights In Alaska	6.0	7.5	7.4
Number Of Nights In Other Places	14.4	10.2	10.4
Type Of Transportation Used	Car/ Truck/ Van (47%)	Car/ Truck/ Van (49%)	Car/ Truck/ Van (49%)
Rental Vehicle	Yes (39%)	Yes (22%)	Yes (23%)

4.1 ACCOMMODATION PATTERNS

	Travellers	Participants	Overall
Hotel/ Motel	1,369	19,772	21,141
Government Campground	1,132	10,549	11,681
Commercial Campground	910	10,518	11,428
Homes of Friends or Family	350	2,693	3,043
Roadside Pullout	79	2,884	2,963
Lodge/ Camp/ Cabin	279	2,012	2,291
Camping in the Bush	759	1,319	2,078
Bed & Breakfast	163	1,052	1,215
Other	142	1,402	1,544

	Travellers	Participants	Overall
Hotel/ Motel	50%	46%	46%
Government Campground	41%	24%	25%
Commercial Campground	33%	24%	25%
Homes of Friends or Family	13%	6%	7%
Roadside Pullout	3%	7%	6%
Lodge/ Camp/ Cabin	10%	5%	5%
Camping in the Bush	28%	3%	5%
Bed & Breakfast	6%	2%	3%
Other	5%	3%	3%

4.2 NIGHTS AWAY FROM HOME

	Travellers	Participants	Overall
Less than One Night	0	0	0
One Night	0	1,242	1,242
Two Nights	27	1,543	1,570
Three Nights	71	1,977	2,048
Four Nights	0	2,307	2,307
Five Nights	68	2,887	2,955
Six Nights	58	3,535	3,593
Seven Nights	130	3,566	3,696
Eight to Fourteen Nights	799	8,724	9,523
Fifteen or More Nights	1,597	17,644	19,241
Not Stated	0	0	0
Total Parties	**2,750**	**43,425**	**46,175**
Average Number Of Nights	**26.7**	**19.6**	**20.0**

	Travellers	Participants	Overall
Less than One Night	0%	0%	0%
One Night	0%	3%	3%
Two Nights	1%	4%	3%
Three Nights	3%	5%	4%
Four Nights	0%	5%	5%
Five Nights	2%	7%	6%
Six Nights	2%	8%	8%
Seven Nights	5%	8%	8%
Eight to Fourteen Nights	29%	20%	21%
Fifteen or More Nights	58%	41%	42%
Not Stated	0%	0%	0%
Total Parties	**100%**	**100%**	**100%**

4.3 NIGHTS IN THE YUKON

	Travellers	Participants	Overall
Less than One Night	27	2,490	2,517
One Night	270	5,955	6,225
Two Nights	177	8,556	8,733
Three Nights	143	6,976	7,119
Four Nights	284	3,570	3,854
Five Nights	205	2,847	3,052
Six Nights	57	1,927	1,984
Seven Nights	79	2,286	2,365
Eight to Fourteen Nights	691	6,384	7,075
Fifteen or More Nights	817	2,434	3,251
Not Stated	0	0	0
Total Parties	**2,750**	**43,425**	**46,175**
Average Number Of Nights	**11.5**	**5.8**	**6.1**

	Travellers	Participants	Overall
Less than One Night	1%	6%	5%
One Night	10%	14%	13%
Two Nights	6%	20%	19%
Three Nights	5%	16%	15%
Four Nights	10%	8%	8%
Five Nights	7%	7%	7%
Six Nights	2%	4%	4%
Seven Nights	3%	5%	5%
Eight to Fourteen Nights	25%	15%	15%
Fifteen or More Nights	30%	6%	7%
Not Stated	0%	0%	0%
Total Parties	**100%**	**100%**	**100%**

4.4 NIGHTS IN ALASKA

	Travellers	Participants	Overall
Less than One Night	624	8,344	8,968
One Night	68	3,551	3,619
Two Nights	311	2,069	2,380
Three Nights	16	2,804	2,820
Four Nights	95	2,022	2,117
Five Nights	172	2,961	3,133
Six Nights	141	1,933	2,074
Seven Nights	42	1,510	1,552
Eight to Fourteen Nights	441	4,401	4,842
Fifteen or More Nights	134	5,869	6,003
Not Stated	706	7,961	8,667
Total Parties	**2,750**	**43,425**	**46,175**
Average Number Of Nights	**6.0**	**7.5**	**7.4**

	Travellers	Participants	Overall
Less than One Night	23%	19%	19%
One Night	2%	8%	8%
Two Nights	11%	5%	5%
Three Nights	1%	6%	6%
Four Nights	3%	5%	5%
Five Nights	6%	7%	7%
Six Nights	5%	4%	4%
Seven Nights	2%	3%	3%
Eight to Fourteen Nights	16%	10%	10%
Fifteen or More Nights	5%	14%	13%
Not Stated	26%	18%	19%
Total Parties	**100%**	**100%**	**100%**

4.5 NIGHTS IN OTHER PLACES

	Travellers	Participants	Overall
Less than One Night	582	6,086	6,668
One Night	201	2,664	2,865
Two Nights	200	2,584	2,784
Three Nights	116	2,487	2,603
Four Nights	95	2,583	2,678
Five Nights	78	1,398	1,476
Six Nights	145	1,802	1,947
Seven Nights	0	1,666	1,666
Eight to Fourteen Nights	310	6,151	6,461
Fifteen or More Nights	345	5,251	5,596
Not Stated	678	10,753	11,431
Total Parties	**2,750**	**43,425**	**46,175**
Average Number Of Nights	**14.4**	**10.2**	**10.4**

	Travellers	Participants	Overall
Less than One Night	21%	14%	14%
One Night	7%	6%	6%
Two Nights	7%	6%	6%
Three Nights	4%	6%	6%
Four Nights	3%	6%	6%
Five Nights	3%	3%	3%
Six Nights	5%	4%	4%
Seven Nights	0%	4%	4%
Eight to Fourteen Nights	11%	14%	14%
Fifteen or More Nights	13%	12%	12%
Not Stated	25%	25%	25%
Total Parties	**100%**	**100%**	**100%**

4.6 TRANSPORTATION PATTERNS

	Travellers	Participants	Overall
Car/ Truck/ Van	1,303	21,430	22,733
Motorhome/ RV/ Converted Bus	230	8,143	8,373
Bus/ Coach	148	7,783	7,931
Camperized Truck/ Van	113	3,515	3,628
Other	168	1,477	1,645
Boat	657	562	1,219
Aircraft/ Helicopter	131	515	646
Total	**2,750**	**43,425**	**46,175**

	Travellers	Participants	Overall
Car/ Truck/ Van	47%	49%	49%
Motorhome/ RV/ Converted Bus	8%	19%	18%
Bus/ Coach	5%	18%	17%
Camperized Truck/ Van	4%	8%	8%
Other	6%	3%	4%
Boat	24%	1%	3%
Aircraft/ Helicopter	5%	1%	1%
Total	**100%**	**100%**	**100%**

4.8 RENTAL VEHICLE PATTERNS

	Travellers	Participants	Overall
Yes	1,066	9,440	10,506
No	1,390	28,321	29,711
Not Stated	294	5,664	5,958
Total Parties	**2,750**	**43,425**	**46,175**

	Travellers	Participants	Overall
Yes	39%	22%	23%
No	51%	65%	64%
Not Stated	11%	13%	13%
Total Parties	**100%**	**100%**	**100%**

TRAVEL PLANNING SUMMARY

TRAVELLERS

- 13% of visitors requested a 1999 Yukon vacation guide.
- Word of mouth (31%) was the most frequently mentioned information source used by visitors to plan their trip. This was followed by the internet (27%) and the Milepost (20%).
- 97% of visitors expected to see wildlife before their trip and 31% of visitors looked for information on wildlife viewing before their trip.
- Visitor reception centres (50%) were the most frequently mentioned information source used by visitors during their trip. This was followed by word of mouth (33%) and the community travel guides (23%).
- 30% of visitors looked for information on wildlife viewing during their trip.
- 60% of visitors had not visited the Yukon before and 78% of visitors said they plan to visit the Yukon again.
- All (100%) visitors indicated that something would have encouraged them to stay in the Yukon longer.
- 58% of visitors said their trip to the Yukon was 'better than expected'.
- 94% of visitors said they received value for their money during their trip to the Yukon.

PARTICIPANTS

- 15% of visitors requested a 1999 Yukon vacation guide.
- The Milepost (30%) was the most frequently mentioned information source used by visitors to plan their trip. This was followed by word of mouth (18%) and tour operator/ travel agent (17%).
- 91% of visitors expected to see wildlife before their trip and 12% of visitors looked for information on wildlife viewing before their trip.
- Visitor reception centres (35%) were the most frequently mentioned information source used by visitors during their trip. This was followed by the Milepost (31%) and word of mouth (17%).
- 16% of visitors looked for information on wildlife viewing during their trip.
- 65% of visitors had not visited the Yukon before and 66% of visitors said they plan to visit the Yukon again.
- 81% visitors indicated that something would have encouraged them to stay in the Yukon longer.
- 55% of visitors said their trip to the Yukon was 'better than expected'.
- 90% of visitors said they received value for their money during their trip to the Yukon.

OVERALL

- 15% of visitors requested a 1999 Yukon vacation guide.
- The Milepost (29%) was the most frequently mentioned information source used by visitors to plan their trip. This was followed by word of mouth (18%) and tour operator/ travel agent (17%).
- 92% of visitors expected to see wildlife before their trip and 13% of visitors looked for information on wildlife viewing before their trip.
- Visitor reception centres (36%) were the most frequently mentioned information source used by visitors during their trip. This was followed by the Milepost (30%) and word of mouth (18%).
- 17% of visitors looked for information on wildlife viewing during their trip.
- 65% of visitors had not visited the Yukon before and 67% of visitors said they plan to visit the Yukon again.
- 82% visitors indicated that something would have encouraged them to stay in the Yukon longer.
- 55% of visitors said their trip to the Yukon was 'better than expected'.
- 90% of visitors said they received value for their money during their trip to the Yukon.

ADVENTURE TRAVEL SECTOR

MOST FREQUENT RESPONSES

	Travellers	Participants	Overall
Requested Vacation Guide	Yes (13%)	Yes (15%)	Yes (15%)
Information Source - Before Trip	Word Of Mouth (31%)	Milepost (30%)	Milepost (29%)
Information Source - During Trip	Visitor Centre (50%)	Visitor Centre (35%)	Visitor Centre (36%)
Visited Yukon Before	No (60%)	No (65%)	No (65%)
Plan To Visit Again	Yes (78%)	Yes (66%)	Yes (67%)
Would Have Stayed Longer	Yes (100%)	Yes (81%)	Yes (82%)
Rating Of Visit	Better Than Expected (58%)	Better Than Expected (55%)	Better Than Expected (55%)
Value For Money	Yes (94%)	Yes (90%)	Yes (90%)

5.1 REQUESTED A VACATION GUIDE

	Travellers	Participants	Overall
Yes	361	6,615	6,976
No	2,373	35,283	37,656
Not Stated	16	1,527	1,543
Total Parties	**2,750**	**43,425**	**46,175**

	Travellers	Participants	Overall
Yes	13%	15%	15%
No	86%	81%	82%
Not Stated	1%	4%	3%
Total Parties	**100%**	**100%**	**100%**

5.1.1 RECEIVED A VACATION GUIDE

	Travellers	Participants	Overall
Yes	308	5,822	6,130
No	26	480	506
Not Stated	27	313	340
Total Parties	**361**	**6,615**	**6,976**

	Travellers	Participants	Overall
Yes	85%	88%	88%
No	7%	7%	7%
Not Stated	7%	5%	5%
Total Parties	**100%**	**100%**	**100%**

5.2 INFORMATION SOURCES BEFORE TRIP

	Travellers	Participants	Overall
Milepost	548	12,896	13,444
Word of Mouth	855	7,630	8,485
Tour Operator / Travel Agent	337	7,296	7,633
Internet	752	4,552	5,304
None	161	4,659	4,820
1999 Yukon Vacation Guide	142	4,515	4,657
Automobile Club	68	4,459	4,527
Tour Yukon Website	303	1,592	1,895
Yukon Road Map	151	1,541	1,692
Yukon Wild Website	126	1,422	1,548
Other Websites	258	889	1,147
Magazine/ Newspaper Story	277	643	920
The Traveller's Guide	0	667	667
Adventure in the Yukon Brochure	26	589	615
Magazine Advertisement	129	387	516
Travel Show	53	223	276
TV Show/ Commercial	121	0	121
In-Flight Yukon Promotions	0	0	0
Other	1,535	14,524	16,059

	Travellers	Participants	Overall
Milepost	20%	30%	29%
Word of Mouth	31%	18%	18%
Tour Operator / Travel Agent	12%	17%	17%
Internet	27%	10%	11%
None	6%	11%	10%
1999 Yukon Vacation Guide	5%	10%	10%
Automobile Club	2%	10%	10%
Tour Yukon Website	11%	4%	4%
Yukon Road Map	5%	4%	4%
Yukon Wild Website	5%	3%	3%
Other Websites	9%	2%	2%
Magazine/ Newspaper Story	10%	1%	2%
The Traveller's Guide	<1%	2%	1%
Adventure in the Yukon Brochure	1%	1%	1%
Magazine Advertisement	5%	1%	1%
Travel Show	2%	1%	1%
TV Show/ Commercial	4%	0%	<1%
In-Flight Yukon Promotions	0%	0%	0%
Other	56%	33%	35%

5.2.1 KNOWLEDGE OF INFORMATION SOURCES

	Travellers			Participants			Overall		
	Yes	No	Not Stated	Yes	No	Not Stated	Yes	No	Not Stated
1999 Yukon Vacation Guide	627	1,828	295	10,353	27,037	6,035	10,980	28,865	6,330
Adventure in the Yukon Brochure	511	2,167	72	6,523	34,890	2,012	7,034	37,057	2,084
In-Flight Yukon Promotions	321	2,384	45	3,230	38,130	2,065	3,551	40,514	2,110
Yukon Road Map	1,314	1,343	93	13,110	27,896	2,619	14,424	29,039	2,712
The Traveller's Guide	563	2,126	61	5,355	35,515	2,555	5,918	37,641	2,616
Tour Yukon Website	455	1,936	359	4,897	35,676	2,852	5,352	37,612	3,211
Yukon Wild Website	450	2,171	129	3,485	37,134	2,806	3,935	39,305	2,935

	Travellers			Participants			Overall		
	Yes	No	Not Stated	Yes	No	Not Stated	Yes	No	Not Stated
1999 Yukon Vacation Guide	23%	66%	11%	24%	62%	14%	24%	63%	14%
Adventure in the Yukon Brochure	19%	79%	3%	15%	80%	5%	15%	80%	5%
In-Flight Yukon Promotions	12%	87%	2%	7%	88%	5%	8%	88%	5%
Yukon Road Map	48%	49%	3%	30%	64%	6%	31%	63%	6%
The Traveller's Guide	20%	77%	2%	12%	82%	6%	13%	82%	6%
Tour Yukon Website	17%	70%	13%	11%	82%	7%	12%	81%	7%
Yukon Wild Website	16%	79%	5%	8%	86%	6%	9%	85%	6%

5.3 EXPECTED TO SEE WILDLIFE BEFORE TRIP

	Travellers	Participants	Overall
Yes	2,677	39,605	42,282
No	47	2,153	2,200
Not Stated	26	1,667	1,693
Total Parties	**2,750**	**43,425**	**46,175**

	Travellers	Participants	Overall
Yes	97%	91%	92%
No	2%	5%	5%
Not Stated	1%	4%	4%
Total Parties	**100%**	**100%**	**100%**

5.3.1 SEEK INFORMATION ON WILDLIFE VIEWING BEFORE TRIP

	Travellers	Participants	Overall
Yes	845	5,297	6,142
No	1,905	36,637	38,542
Not Stated	0	1,491	1,491
Total Parties	**2,750**	**43,425**	**46,175**

	Travellers	Participants	Overall
Yes	31%	12%	13%
No	69%	84%	83%
Not Stated	0%	3%	3%
Total Parties	**100%**	**100%**	**100%**

5.4 INFORMATION SOURCES DURING TRIP

	Travellers	Participants	Overall
Visitor Reception Centre	1,379	15,112	16,491
Milepost	481	13,309	13,790
Word of Mouth	913	7,416	8,329
Community Travel Guide	639	6,315	6,954
1999 Yukon Vacation Guide	135	4,887	5,022
None	317	4,680	4,997
Yukon Newspaper/ Visitor Supplement	357	2,592	2,949
Automobile Club	53	2,036	2,089
Adventure in the Yukon Brochure	72	1,106	1,178
Local Tour Company/ Booking Agent	179	943	1,122
Yukon Gold Explorer's Passport	31	810	841
Other	982	14,788	15,770

	Travellers	Participants	Overall
Visitor Reception Centre	50%	35%	36%
Milepost	17%	31%	30%
Word of Mouth	33%	17%	18%
Community Travel Guide	23%	15%	15%
1999 Yukon Vacation Guide	5%	11%	11%
None	12%	11%	11%
Yukon Newspaper/ Visitor Supplement	13%	6%	6%
Automobile Club	2%	5%	5%
Adventure in the Yukon Brochure	3%	3%	3%
Local Tour Company/ Booking Agent	7%	2%	2%
Yukon Gold Explorer's Passport	1%	2%	2%
Other	36%	34%	34%

5.5 SEEK INFORMATION ON WILDLIFE VIEWING DURING TRIP

	Travellers	Participants	Overall
Yes	828	6,834	7,662
No	1,906	34,988	36,894
Not Stated	16	1,603	1,619
Total Parties	**2,750**	**43,425**	**46,175**

	Travellers	Participants	Overall
Yes	30%	16%	17%
No	69%	81%	80%
Not Stated	1%	4%	4%
Total Parties	**100%**	**100%**	**100%**

5.5.1 SOURCES OF INFORMATION ON WILDLIFE VIEWING DURING TRIP

	Travellers			Participants			Overall		
	Yes	No	Not Stated	Yes	No	Not Stated	Yes	No	Not Stated
1999 Yukon Vacation Guide	74	709	1,967	2,003	4,797	36,625	2,077	5,506	38,592
Yukon's Wildlife Viewing Guide	110	673	1,967	2,754	4,035	36,636	2,864	4,708	38,603
Roadside Information Panels	315	468	1,967	3,371	3,429	36,625	3,686	3,897	38,592
Campground Walks And Talks	231	552	1,967	1,519	5,281	36,625	1,750	5,833	38,592
Interpretive Facilities	246	583	1,921	2,559	4,241	36,625	2,805	4,824	38,546

	Travellers			Participants			Overall		
	Yes	No	Not Stated	Yes	No	Not Stated	Yes	No	Not Stated
1999 Yukon Vacation Guide	3%	26%	72%	5%	11%	84%	4%	12%	84%
Yukon's Wildlife Viewing Guide	4%	24%	72%	6%	9%	84%	6%	10%	84%
Roadside Information Panels	11%	17%	72%	8%	8%	84%	8%	8%	84%
Campground Walks And Talks	8%	20%	72%	3%	12%	84%	4%	13%	84%
Interpretive Facilities	9%	21%	70%	6%	10%	84%	6%	10%	83%

5.6 VISITED YUKON BEFORE

	Travellers	Participants	Overall
Yes	1,106	13,382	14,488
No	1,644	28,302	29,946
Travelled Through	0	153	153
Not Stated	0	1,588	1,588
Total Parties	**2,750**	**43,425**	**46,175**

	Travellers	Participants	Overall
Yes	40%	31%	31%
No	60%	65%	65%
Travelled Through	0%	<1%	<1%
Not Stated	0%	4%	3%
Total Parties	**100%**	**100%**	**100%**

5.6.1 PLAN TO VISIT YUKON AGAIN

	Travellers	Participants	Overall
Yes	2,147	28,714	30,861
No	156	4,644	4,800
Undecided	447	8,406	8,853
Not Stated	0	1,661	1,661
Total Parties	**2,750**	**43,425**	**46,175**

	Travellers	Participants	Overall
Yes	78%	66%	67%
No	6%	11%	10%
Undecided	16%	19%	19%
Not Stated	0%	4%	4%
Total Parties	**100%**	**100%**	**100%**

5.7 WOULD ANYTHING ENCOURAGE YOU TO STAY LONGER

	Travellers	Participants	Overall
Yes	2,750	34,971	37,721
No	0	8,454	8,454
Total Parties	**2,750**	**43,425**	**46,175**

	Travellers	Participants	Overall
Yes	100%	81%	82%
No	0%	19%	18%
Total Parties	**100%**	**100%**	**100%**

5.8 HOW WOULD YOU RATE YOUR VISIT

	Travellers	Participants	Overall
Better than Expected	1,592	23,703	25,295
As Expected	1,040	17,174	18,214
Worse than Expected	118	800	918
Not Stated	0	1,748	1,748
Total Parties	**2,750**	**43,425**	**46,175**

	Travellers	Participants	Overall
Better than Expected	58%	55%	55%
As Expected	38%	40%	39%
Worse than Expected	4%	2%	2%
Not Stated	0%	4%	4%
Total Parties	**100%**	**100%**	**100%**

5.8.1 RECEIVE VALUE FOR YOUR MONEY

	Travellers	Participants	Overall
Yes	2,587	38,915	41,502
No	110	1,484	1,594
Not Stated	53	3,026	3,079
Total Parties	**2,750**	**43,425**	**46,175**

	Travellers	Participants	Overall
Yes	94%	90%	90%
No	4%	3%	3%
Not Stated	2%	7%	7%
Total Parties	**100%**	**100%**	**100%**

5.9 YEAR DECIDED TO VISIT THE YUKON

	Travellers	Participants	Overall
1996 or Before	114	2,486	2,600
1997	129	2,210	2,339
1998	859	12,765	13,624
1999	1,648	23,964	25,612
Not Stated	0	2,000	2,000
Total Parties	**2,750**	**43,425**	**46,175**

	Travellers	Participants	Overall
1996 or Before	4%	6%	6%
1997	5%	5%	5%
1998	31%	29%	30%
1999	60%	55%	55%
Not Stated	0%	5%	4%
Total Parties	**100%**	**100%**	**100%**

5.9.1 MONTH DECIDED TO VISIT THE YUKON

	Travellers	Participants	Overall
January to March	766	9,675	10,441
April to June	911	13,638	14,549
July to September	655	10,800	11,455
October to December	342	4,954	5,296
Not Stated	76	4,358	4,434
Total Parties	**2,750**	**43,425**	**46,175**

	Travellers	Participants	Overall
January to March	28%	22%	23%
April to June	33%	31%	32%
July to September	24%	25%	25%
October to December	12%	11%	11%
Not Stated	3%	10%	10%
Total Parties	**100%**	**100%**	**100%**

ADVENTURE TRAVEL SECTOR

EXPENDITURE PATTERN SUMMARY

TRAVELLERS

- Visitors spent a total of $5,465,453 from June to September of 1999.
- Visitors spent an average of $1,160 per party, $508 per person, $123 per party per day, $60 per person per day.
- Out of every $100 spent, the largest expenditures were on transportation ($27), accommodation ($17), and groceries and alcoholic beverages ($15).
- Visitors from Canada spent the most on groceries and alcoholic beverages, Yukon Indian arts and crafts, and other expenses.
- Visitors from the U.S.A. spent the most on transportation and other Yukon-made arts and crafts.
- Visitors from overseas spent the most on accommodation, meals in restaurants, entertainment and recreation, and shopping and souvenirs.
- Car/ truck/ van travellers spent the most on transportation, meals in restaurants, and Yukon Indian and other Yukon-made arts and crafts.
- Boat travellers spent the most on outdoor/ wilderness activities.
- Travellers using 'other' means of transportation spent the most on accommodation, groceries and alcoholic beverages, entertainment and recreation, and shopping and souvenirs.

PARTICIPANTS

- Visitors spent a total of $32,669,486 from June to September of 1999.
- Visitors spent an average of $541 per party, $250 per person, $152 per party per day, $74 per person per day.
- Out of every $100 spent, the largest expenditures were on transportation ($28), accommodation ($24), and meals in restaurants ($20).
- Visitors from Canada spent the most on groceries and alcoholic beverages, other Yukon-made arts and crafts and shopping and souvenirs.
- Visitors from the U.S.A. spent the most on transportation, meals in restaurants, and entertainment and recreation.
- Visitors from overseas spent the most on accommodation, outdoor/ wilderness activities, Yukon Indian arts and crafts, and other expenses.
- Camperized truck/ van travellers spent the most on transportation, groceries and alcoholic beverages, and other expenses.
- Bus/ coach travellers spent the accommodation and entertainment and recreation.
- Motorhome/ RV travellers spent the most on Yukon Indian arts and crafts.

OVERALL

- Visitors spent a total of $38,134,939 from June to September of 1999.
- Visitors spent an average of $548 per party, $260 per person, $151 per party per day, $73 per person per day.
- Out of every $100 spent, the largest expenditures were on transportation ($28), accommodation ($24), and meals in restaurants ($19).
- Visitors from Canada spent the most on groceries and alcoholic beverages, and shopping and souvenirs.
- Visitors from the U.S.A. spent the most on transportation, meals in restaurants, and entertainment and recreation.
- Visitors from overseas spent the most on accommodation, outdoor/ wilderness activities, Yukon Indian arts and crafts, and other expenses.
- Camperized truck/ van travellers spent the most on transportation, groceries and alcoholic beverages, and other expenses.
- Bus/ coach travellers spent the accommodation, meals in restaurants, and entertainment and recreation.
- Motorhome/ RV travellers spent the most on Yukon Indian arts and crafts.

EXPENDITURE HIGHLIGHTS

	Travellers	Participants	Overall
Total	$5,465,453	$32,669,486	$38,134,939
Average Per Party	$1,160	$541	$548
Average Per Person	$508	$250	$260
Average Per Party Per Night	$123	$152	$151
Average Per Person per Night	$60	$74	$73

The average expenditure figures above are 'trimmed' averages meaning that extremely high and extremely low spenders have been eliminated from the calculation to obtain more meaningful average figures.

6.1 TOTAL EXPENDITURE BY ORIGIN

	Travellers	Participants	Overall
Canada	$703,076	$8,906,235	$9,609,311
U.S.A.	$1,510,706	$16,038,270	$17,548,977
Overseas	$3,251,671	$7,484,828	$10,736,498
Not Stated	$0	$240,153	$240,153
Total	**$5,465,453**	**$32,669,486**	**$38,134,939**

	Travellers	Participants	Overall
Canada	13%	27%	25%
U.S.A.	28%	49%	46%
Overseas	59%	23%	28%
Not Stated	0%	1%	1%
Total	**100%**	**100%**	**100%**

6.2 EXPENDITURE BY CATEGORY

	Travellers	Participants	Overall
Transportation	$27	$28	$28
Accommodation	$17	$24	$24
Groceries and Alcoholic Beverages	$15	$7	$8
Meals in Restaurants	$13	$20	$19
Outdoor/ Wilderness Activities	$7	$2	$2
Entertainment and Recreation	$3	$7	$6
Yukon Indian Arts and Crafts	$3	$2	$2
Other Yukon-made Arts and Crafts	$6	$2	$3
Shopping and Souvenirs	$8	$7	$7
Other Expenses	$1	$1	$1
Total	**$100**	**$100**	**$100**

6.3 EXPENDITURE BY ORIGIN

Travellers	**Canada**	**U.S.A.**	**Overseas**
Transportation	$25	$34	$21
Accommodation	$9	$14	$23
Groceries and Alcoholic Beverages	$24	$16	$11
Meals in Restaurants	$13	$13	$14
Outdoor/ Wilderness Activities	$7	$7	$7
Entertainment and Recreation	<$1	$2	$4
Yukon Indian Arts and Crafts	$7	<$1	$3
Other Yukon-made Arts and Crafts	$4	$8	$4
Shopping and Souvenirs	$8	$5	$11
Other Expenses	$3	$1	$2
Total	**$100**	**$100**	**$100**

Participants	**Canada**	**U.S.A.**	**Overseas**
Transportation	$26	$28	$25
Accommodation	$23	$24	$24
Groceries and Alcoholic Beverages	$12	$6	$9
Meals in Restaurants	$19	$20	$18
Outdoor/ Wilderness Activities	$2	$1	$4
Entertainment and Recreation	$4	$8	$5
Yukon Indian Arts and Crafts	$2	$2	$5
Other Yukon-made Arts and Crafts	$3	$3	$2
Shopping and Souvenirs	$8	$7	$5
Other Expenses	$1	$1	$3
Total	**$100**	**$100**	**$100**

Overall	**Canada**	**U.S.A.**	**Overseas**
Transportation	$26	$28	$25
Accommodation	$22	$24	$24
Groceries and Alcoholic Beverages	$12	$6	$9
Meals in Restaurants	$19	$20	$17
Outdoor/ Wilderness Activities	$2	$1	$5
Entertainment and Recreation	$4	$8	$5
Yukon Indian Arts and Crafts	$3	$2	$4
Other Yukon-made Arts and Crafts	$3	$3	$3
Shopping and Souvenirs	$8	$7	$6
Other Expenses	$1	$1	$2
Total	**$100**	**$100**	**$100**

6.4 EXPENDITURE BY MODE OF TRANSPORTATION

Travellers	Car/ Truck/ Van	Camperized Truck/ Van	Bus/ Coach	Motorhome/ RV	Boat	Other
Transportation	$30	N/A	N/A	N/A	$26	$21
Accommodation	$14	N/A	N/A	N/A	$18	$22
Groceries and Alcoholic Beverages	$16	N/A	N/A	N/A	$11	$17
Meals in Restaurants	$15	N/A	N/A	N/A	$12	$11
Outdoor/ Wilderness Activities	$2	N/A	N/A	N/A	$16	$8
Entertainment and Recreation	$2	N/A	N/A	N/A	$2	$5
Yukon Indian Arts and Crafts	$3	N/A	N/A	N/A	$2	$2
Other Yukon-made Arts and Crafts	$8	N/A	N/A	N/A	$6	$2
Shopping and Souvenirs	$9	N/A	N/A	N/A	$5	$10
Other Expenses	$1	N/A	N/A	N/A	$2	$2
Total	**$100**	**N/A**	**N/A**	**N/A**	**$100**	**$100**

Participants	Car/ Truck/ Van	Camperized Truck/ Van	Bus/ Coach	Motorhome/ RV	Boat	Other
Transportation	$33	$42	$1	$36	N/A	$15
Accommodation	$19	$14	$53	$12	N/A	$23
Groceries and Alcoholic Beverages	$7	$14	$1	$11	N/A	$11
Meals in Restaurants	$19	$12	$24	$17	N/A	$26
Outdoor/ Wilderness Activities	$2	$1	<$1	$2	N/A	$5
Entertainment and Recreation	$6	$3	$11	$8	N/A	$3
Yukon Indian Arts and Crafts	$3	$1	$1	$4	N/A	$2
Other Yukon-made Arts and Crafts	$2	$3	$3	$3	N/A	$3
Shopping and Souvenirs	$8	$7	$6	$5	N/A	$11
Other Expenses	$1	$3	<$1	$2	N/A	$1
Total	**$100**	**$100**	**$100**	**$100**	**N/A**	**$100**

Overall	Car/ Truck/ Van	Camperized Truck/ Van	Bus/ Coach	Motorhome/ RV	Boat	Other
Transportation	$33	$42	$1	$36	N/A	$18
Accommodation	$19	$14	$53	$12	N/A	$21
Groceries and Alcoholic Beverages	$8	$13	$1	$11	N/A	$12
Meals in Restaurants	$19	$12	$24	$17	N/A	$23
Outdoor/ Wilderness Activities	$2	$1	<$1	$2	N/A	$8
Entertainment and Recreation	$6	$3	$11	$8	N/A	$2
Yukon Indian Arts and Crafts	$2	$1	$1	$4	N/A	$2
Other Yukon-made Arts and Crafts	$2	$3	$3	$3	N/A	$3
Shopping and Souvenirs	$8	$8	$6	$5	N/A	$9
Other Expenses	$1	$3	<$1	$2	N/A	$2
Total	**$100**	**$100**	**$100**	**$100**	**N/A**	**$100**

EXIT SURVEY PROFILES

WILDERNESS ADVENTURE SUPPLEMENT

The Yukon Visitor Exit Survey was a joint project of the Yukon Government's Department of Tourism and the Yukon Bureau of Statistics.

This report presents selected figures from the 1999 Yukon Visitor Exit Survey - Wilderness Adventure Supplement. For further information on the 1999 Yukon Visitor Exit Survey contact the Industry Services Branch of the Department of Tourism at:

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Whitehorse, Yukon
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For further information about the activities or publications of the Yukon Bureau of Statistics contact:

Government of Yukon
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Government of Yukon
Department of Tourism

INTRODUCTION

From June to September of 1999 a major survey of visitors was undertaken by the Yukon Bureau of Statistics on behalf of the Yukon Government's Department of Tourism. This survey, referred to as the Visitor Exit Survey (VES), sought answers from visitors on a wide variety of questions relating to their Yukon visit. A comparable survey was run in 1987 and 1994.

The VES was administered to visitors as they left the Yukon for the last time.

A brief report on the preliminary results of the VES was released in the fall of 2000. Preliminary results from the regional visitor exit survey were also released in the fall of 2000.

This report will focus specifically on the results of the Wilderness Adventure Supplement which was completed for each wilderness adventure trip undertaken by respondents to the Visitor Exit Survey.

WILDERNESS ADVENTURE SUPPLEMENT

WHAT KIND OF WILDERNESS ADVENTURE TRIP WAS IT ?

	Yes	No	Total
Boating/ Canoeing/ Rafting/ Paddling	2,785	2,260	5,045
Walking/ Hiking/ Backpacking	1,005	4,040	5,045
Hunting	337	4,708	5,045
Fishing	236	4,809	5,045
Other	1,285	3,760	5,045

	Yes	No	Total
Boating/ Canoeing/ Rafting/ Paddling	55%	45%	100%
Walking/ Hiking/ Backpacking	20%	80%	100%
Hunting	7%	93%	100%
Fishing	5%	95%	100%
Other	25%	75%	100%

HOW MANY PEOPLE WENT ON THIS TRIP ?

	Number	%
1 Person	204	4%
2 People	826	16%
3 People	1,404	28%
4 People	590	12%
5 People	205	4%
6 People	200	4%
7 to 8 People	1,109	22%
9 or More People	352	7%
Not Stated	155	3%
Total	**5,045**	**100%**

WAS THE TRIP A DAYTRIP OR AN OVERNIGHT TRIP ?

	Yes	No	Total
Day Trip	2,308	2,737	5,045
Overnight Trip	2,737	2,308	5,045

	Yes	No	Total
Day Trip	46%	54%	100%
Overnight Trip	54%	46%	100%

HOW MANY NIGHTS DID THE GROUP SPEND IN THE WILDERNESS ?

	Number	%
1 Night	148	3%
2 Nights	350	7%
3 to 4 Nights	400	8%
5 to 6 Nights	319	6%
7 to 8 Nights	283	6%
9 to 10 Nights	326	6%
11 to 20 Nights	633	13%
21 or More Nights	220	4%
Not Stated	2,366	47%
Total	**5,045**	**100%**

WAS THIS A COMMERCIALLY GUIDED TRIP ?

	Yes	No	Not Stated	Total
Commercially Guided	3,019	2,026	0	5,045
Commercially Guided (%)	60%	40%	0%	100%

IF THIS WAS A PRIVATELY ORGANIZED TRIP, WAS RENTAL EQUIPMENT USED ?

	Yes	No	Not Stated	Total
Used Rental Equipment	662	3,603	780	5,045
Used Rental Equipment (%)	13%	71%	15%	100%

DURING THIS TRIP WERE ANY OF THE FOLLOWING CONDITIONS ENCOUNTERED ?

	Yes	No	Not Stated	Total
Encounter Litter and Garbage	1,056	3,942	47	5,045
Encounter Bears In Your Camp	233	4,732	80	5,045
Encounter Toilet Paper/ Human Waste	442	4,556	47	5,045
Encounter Graffiti/ Vanadalized Plants and Trees	254	4,744	47	5,045
Encounter Fire Scars/ Old Fire Pits	1,928	3,070	47	5,045
Encounter Backcountry Interpretive Signs	886	4,112	47	5,045
Encounter Other Visible Manmade Development	1,960	3,038	47	5,045
Encounter Mosquitoes And Other Biting Insects	2,713	2,285	47	5,045
Encounter Bad Weather	1,878	3,120	47	5,045

	Yes	No	Not Stated	Total
Encounter Litter and Garbage	21%	78%	1%	100%
Encounter Bears In Your Camp	5%	94%	2%	100%
Encounter Toilet Paper/ Human Waste	9%	90%	1%	100%
Encounter Graffiti/ Vanadalized Plants and Trees	5%	94%	1%	100%
Encounter Fire Scars/ Old Fire Pits	38%	61%	1%	100%
Encounter Backcountry Interpretive Signs	18%	82%	1%	100%
Encounter Other Visible Manmade Development	39%	60%	1%	100%
Encounter Mosquitoes And Other Biting Insects	54%	45%	1%	100%
Encounter Bad Weather	37%	62%	1%	100%

WERE ANY OF THE FOLLOWING CONDITIONS A PROBLEM ?

	Not A Problem	Moderate or Serious Problem	Not Stated	Total
Was Litter and Garbage A Problem?	704	352	3,989	5,045
Were Bears In Your Camp A Problem?	149	68	4,828	5,045
Was Toilet Paper/ Human Waste A Problem?	258	184	4,603	5,045
Was Graffiti/ Vanadalized Plants and Trees A Problem?	117	137	4,791	5,045
Were Fire Scars/ Old Fire Pits A Problem	1,754	146	3,145	5,045
Were Backcountry Interpretive Signs A Problem?	828	79	4,138	5,045
Was Other Visible Manmade Development A Problem?	1,827	133	3,085	5,045
Were Mosquitoes And Other Biting Insects A Problem?	898	1,799	2,348	5,045
Was Bad Weather A Problem	806	1,083	3,156	5,045

	Not A Problem	Moderate or Serious Problem	Not Stated	Total
Was Litter and Garbage A Problem?	14%	7%	79%	100%
Were Bears In Your Camp A Problem?	3%	1%	96%	100%
Was Toilet Paper/ Human Waste A Problem?	5%	4%	91%	100%
Was Graffiti/ Vanadalized Plants and Trees A Problem?	2%	3%	95%	100%
Were Fire Scars/ Old Fire Pits A Problem	35%	3%	62%	100%
Were Backcountry Interpretive Signs A Problem?	16%	2%	82%	100%
Was Other Visible Manmade Development A Problem?	36%	3%	61%	100%
Were Mosquitoes And Other Biting Insects A Problem?	18%	36%	47%	100%
Was Bad Weather A Problem	16%	21%	63%	100%

DID THIS TRIP PROVIDE YOU WITH A WILDERNESS EXPERIENCE ?

	Yes	No	Not Stated	Total
Provide Wilderness Experience	4,840	131	74	5,045
Provide Wilderness Experience (%)	96%	3%	1%	100%

WAS THE TRIP PURPOSE TO VIEW WILDLIFE AND LEARN ABOUT THEIR NATURAL HABITAT ?

	Yes	No	Not Stated	Total
View And Learn About Wildlife	3,054	1,928	63	5,045
View And Learn About Wildlife (%)	61%	38%	1%	100%

DID YOU EXPECT TO VIEW WILDLIFE IN THEIR NATURAL HABITAT ?

	Yes	No	Not Stated	Total
Expect To View Wildlife	3,258	141	1,646	5,045
Expect To View Wildlife (%)	65%	3%	33%	100%

WERE YOU SATISFIED THAT THIS TRIP PROVIDED AN OPPORTUNITY TO VIEW WILDLIFE ?

	Yes	No	Not Stated	Total
Opportunity To View Wildlife	4,723	275	47	5,045
Opportunity To View Wildlife (%)	94%	5%	1%	100%

WERE YOU SATISFIED THAT THIS TRIP PROVIDED AN OPPORTUNITY TO LEARN MORE ABOUT WILDLIFE AND THEIR HABITAT?

	Yes	No	Not Stated	Total
Opportunity To Learn About Wildlife	4,127	492	426	5,045
Opportunity To Learn About Wildlife (%)	82%	10%	8%	100%

WHAT KINDS OF WILDLIFE DID YOU SEE ?

	Number	%
Beaver	1,020	9%
Bear	1,683	14%
Caribou	769	6%
Coyote	110	1%
Deer	100	1%
Eagle	1,469	12%
Elk	173	1%
Fish	489	4%
Fox/ Marten	390	3%
Goat	100	1%
Goose	100	1%
Lynx	173	1%
Marmot/ Mouse	163	1%
Moose	1,825	15%
Owl	126	1%
Porcupine	139	1%
Rabbit	538	5%
Raven	115	1%
Sheep	220	2%
Squirrel/ Chipmunk/ Gopher	533	4%
Wolf	428	4%
Wolverine	126	1%
Other Birds/ Fowl	1,164	10%
Total	**11,953**	**100%**

HOW WOULD YOU RATE YOUR GUIDES KNOWLEDGE OF YUKON WILDLIFE AND HABITAT ?

	Very Good	Good	Poor	Not Stated	Total
Guides Knowledge of Yukon Wildlife	2,719	375	224	1,727	5,045
Guides Knowledge of Yukon Wildlife (%)	54%	7%	4%	34%	100%

WILDERNESS ADVENTURE SUPPLEMENT - QUESTIONAIRE

This section focuses on visitors wilderness adventure trip(s).

1. What kind of wilderness adventure trip was it? (mark all that apply)
   - ❑ boating/canoeing/rafting/paddling
   - ❑ walking/hiking/backpacking
   - ❑ biking
   - ❑ horseback trail riding
   - ❑ other (specify:_____)

2. In total, how many people, including yourself, went on this trip? _____❑ d/k ❑ refuse

3. Was it just for
   - ❑ the day or
   - ❑ overnight? In total, how many nights did the group spend in the wilderness? ___

4. Was this trip a commercially guided trip? By commercially guided we mean one provided by a private company or professional guide.
   ❑ yes ❑ no ❑ d/k ❑ refuse

5. If this trip was a privately organized trip, did you use rental equipment?
   ❑ yes ❑ no ❑ d/k ❑ refuse

6. Where did your group (put in to) start this trip? _____

7. Where did your group (take out to) end this trip? _____

8. During this trip, did you encounter any of the following conditions?

(read list)			(if yes) How much of a problem, if any, was (were) the (read list)?		
yes	no		not a problem	moderate	serious problem
❑	❑	litter & garbage	❑	❑	❑
❑	❑	bears in your camp	❑	❑	❑
❑	❑	toilet paper/human waste	❑	❑	❑
❑	❑	graffiti/vandalized plants and trees	❑	❑	❑
❑	❑	fire scars/ old fire pits	❑	❑	❑
❑	❑	backcountry interpretive signs	❑	❑	❑
❑	❑	other visible manmade development	❑	❑	❑
❑	❑	mosquitoes & other biting insects	❑	❑	❑
❑	❑	bad weather	❑	❑	❑

9. Overall, do you feel that this trip provided you with a "wilderness" experience?
   ❑ yes ❑ no ❑ d/k ❑ refuse

10. Overall, do you feel that this trip provided you with a "wilderness" experience?
    ❑ yes ❑ no ❑ d/k ❑ refuse

11. On this trip, did you expect to view wildlife in their natural habitat?
❑ yes ❑ no ❑ d/k ❑ refuse

12. Were you satisfied that this trip provided you with an opportunity to:
A. view wildlife?
❑ yes ❑ no ❑ d/k ❑ refuse
if yes ask. What kinds of wildlife did you see?

_____
_____

B. learn more about wildlife and their habitat?
❑ yes ❑ no ❑ d/k ❑ refuse

(IF GUIDED trip, yes to question 4 then ask question 13)
13. How would you rate your guide's knowledge of Yukon wildlife and habitat?
❑ very good ❑ good ❑ poor ❑ very poor ❑ d/k ❑ refuse

Interviewer Comments:

_____
_____
_____
_____